



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/14 thru 03/20.

(prices in dollars per carton)

Fri. Mar 14, 2008

## SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		30.1% of 18,000 stores				21.1% of 18,000 stores				22.6% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.99	280	1.50	30	2.00	340	1.84			140	0.96
	White 18 pack			210	2.61			350	3.11			260	1.74
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	110	1.25	1,310	1.59			410	1.70			700	0.98
SPECIALTY	White 18 pack			380	2.23			230	3.01			360	1.75
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	10	3.99	280	2.51			570	3.66			770	3.24
	OMEGA-3												
LARGE	White 12 pack	240	2.75	890	2.55	480	2.76	890	2.57	10	2.50	320	2.15
	Brown 12 pack			170	2.99			210	2.99			350	2.52
	CAGE-FREE												
	White 12 pack			370	3.15			130	2.46			30	2.50
	Brown 12 pack			370	2.56			310	2.83			1,040	2.58

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,300	1,360	1,460	Large Eggs on Mar-10-2008
Specialty	2,330	2,590	2,520	
Total (includes MD)	4,750	4,020	3,980	596.1
Special Rate 4/:	10.5%	6.1%	8.0%	up 2%

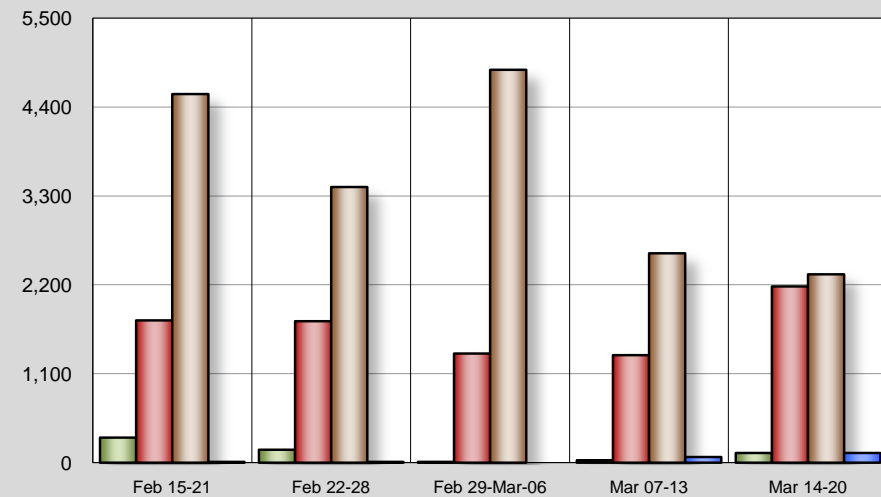
5/: 1,000's of 30-doz cases

## SHELL EGG and EGG PRODUCTS FEATURING

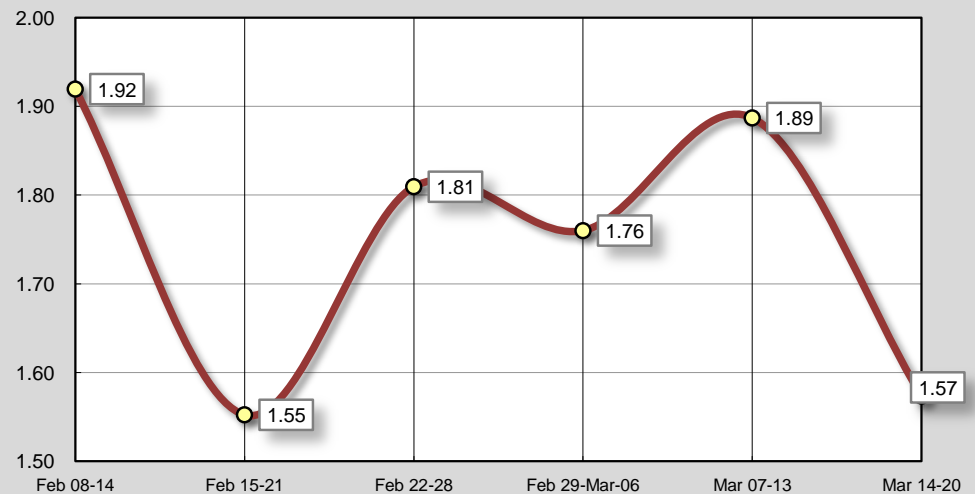
Pre-holiday feature activity on regular shell eggs is higher than both the previous week and data collected a year ago. Ads are evenly spread throughout the week and most visible in the Central and Western regions. The average price of Grade A or better, Large White eggs dropped sharply compared to last week. Specialty shell eggs are less than a week ago and also lower than last year. Omega-3, USDA Certified Organic and cage-free egg promotions are still visible especially in the Northeast region. In the egg products sector, liquid eggs are higher than the previous year, however are dramatically less than the previous week. 14-16 oz. carton ads show up in all areas except the Southwest region which is mostly featuring 32 oz. cartons.

## Shell Egg Promotional Activity by Category

XL LG Spclty Med



## Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		29.7% of 3,900 sampled outlets Activity Index = 1,660 (includes Medium)							10.6% of 4,900 sampled outlets Activity Index = 520 (includes Medium)							38.5% of 3,000 sampled outlets Activity Index = 1,140 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.88	10	1.88										1.68	10	1.68			
	White 18 pack																1.99	10	1.99			
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.99 - 2.04	500	1.70				0.99 - 1.67	100	1.44	1.25	110	1.25	0.98 - 1.77	470	1.50			
	White 18 pack				2.49 - 2.79	40	2.60				2.50	130	2.50				1.99 - 2.50	210	2.00			
	Brown 12 pack																					
MEDIUM		White 12 pack			1.50	10	1.50	White 12 pack			1.67	70	1.67	White 12 pack			0.99 - 1.67	20	1.44	White 30 pack		
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack				1.99 - 3.59	220	2.41										2.29 - 2.99	60	2.89			
	OMEGA-3																					
	White 12 pack	2.79	210	2.79	2.49 - 3.29	600	2.78				1.79	50	1.79				2.00	110	2.00			
	Brown 12 pack										2.99	170	2.99									
	CAGE-FREE																					
	White 12 pack																					
	Brown 12 pack				2.99 - 3.49	70	3.27										2.00 - 2.99	140	2.23			
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		39.0% of 3,000 sampled outlets Activity Index = 820 (includes Medium)							36.6% of 2,300 sampled outlets Activity Index = 100 (includes Medium)							63.9% of 900 sampled outlets Activity Index = 510 (includes Medium)						
USDA GRADE AA	White 12 pack				1.29	80	1.29	1.99	10	1.99	1.29 - 1.79	50	1.38				1.29 - 1.67	130	1.64			
	White 18 pack				2.50 - 2.79	190	2.65				2.50	10	2.50									
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				1.50 - 1.77	240	1.57															
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack			1.00	20	1.00	White 12 pack						White 12 pack						White 30 pack		
		White 30 pack						White 30 pack						White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																3.99	10	3.99			
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack	2.50	20	2.50	1.97 - 2.50	40	2.30	2.50	10	2.50	2.50	10	2.50				2.19	80	2.19			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack				2.50	80	2.50										1.29 - 3.39	290	3.33			
	Brown 12 pack				2.50 - 3.00	150	2.53				2.50	10	2.50									

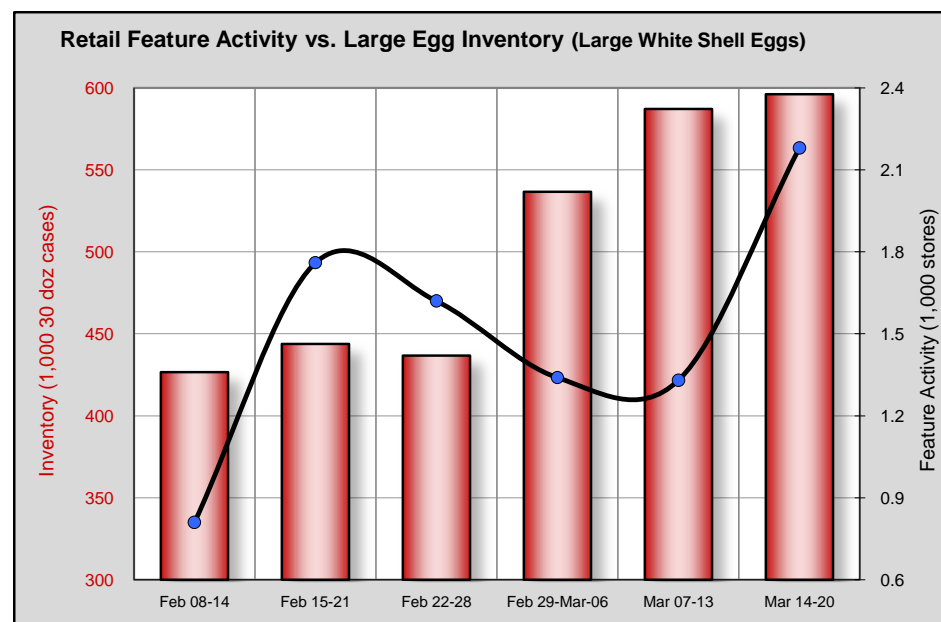
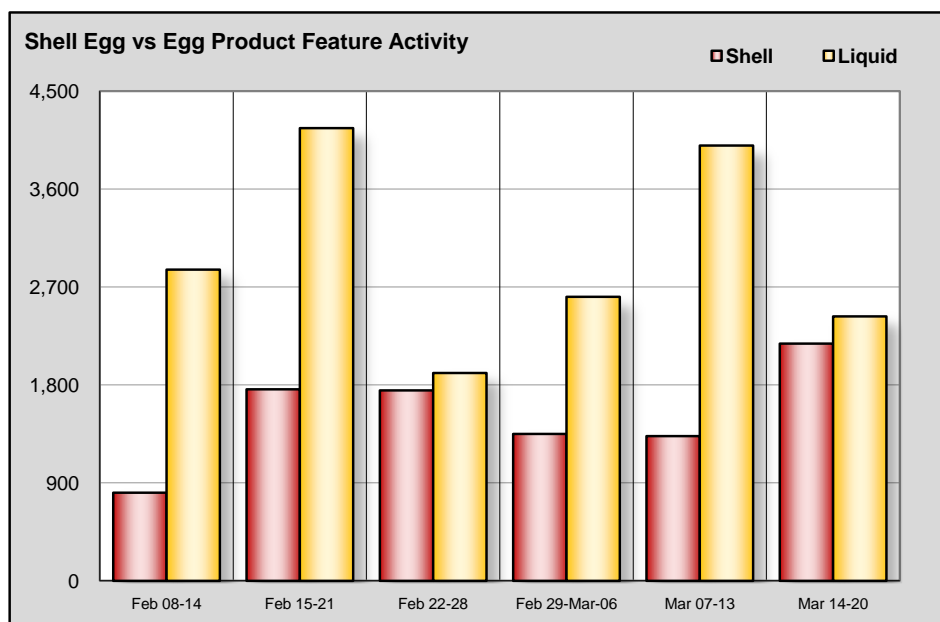
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	9.9%	18.6%	7.0%	18.3% of 3,900 sampled		0.9% of 4,900 sampled		10.2% of 3,000 sampled		10.6% of 3,000 sampled		13.6% of 2,300 sampled		10.0% of 900 sampled	
2/ Activity Index	2,430	4,000	1,030	Activity Index = 1,100		Activity Index = 70		Activity Index = 300		Activity Index = 550		Activity Index = 310		Activity Index = 100	
	Stores Avg <sup>3/</sup>	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>	Price Range	Stores Avg <sup>3/</sup>
14-16 oz. crtn	1,400 2.70	2,680 2.50	670 2.34	2.19 - 3.00	630 2.82	2.29 - 2.50	60 2.41	2.50 - 3.00	300 2.61	2.50 - 3.19	320 2.61			2.50 - 3.19	90 2.58
32 oz. crtn	1,030 4.24	1,310 4.21	50 3.99	3.79 - 5.49	470 4.35	3.79	10 3.79			4.69 - 5.99	230 4.96	3.50	310 3.50	5.99	10 5.99
3 - 4 oz. cup			120 2.50												
2 - 8 oz. cup		10 3.00	190 2.99												



Note: See page 1 for explanatory notes.